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Date May 12, 2004

To Office of Initial Patent Examination's Filing Receipt Corrections
P.O. Box 1450
Alexandria, VA 22313-1450

Facsimile number 12888-01000002 / (703) 746-9195

From Lawrence K. Kolodney

Re Serial No.: 10/773,682
Our Ref.: 12888-010002

Number of pages
including this page 7

Message Please see attached Request for Corrected Official Filing Receipt

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Attorney's Docket No.: 12888-010002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Joseph Bates et al.
Serial No. : 10/773,682
Filed : February 6, 2004
Title : METHOD OF DISPLAYING MESSAGE IN AN INTERACTIVE COMPUTER
PROCESS DURING THE TIMES OF HEIGHTENED USER INTEREST

Art Unit : 2143
Examiner : Unknown

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR CORRECTED OFFICIAL FILING RECEIPT


Please correct the Filing Receipt for the above-referenced application to include the application title, METHOD OF DISPLAYING MESSAGE IN AN INTERACTIVE COMPUTER PROCESS DURING THE TIMES OF HEIGHTENED USER INTEREST, as evidenced by the application cover sheet and transmittal letter (copies enclosed).

Please supply a corrected Filing Receipt to the undersigned with respect to this application. A copy of the original Filing Receipt showing the desired changes in red ink is attached for your convenience.

No fee is believed to be due. If, however, there are any charges or credits, please apply them to Deposit Account No. 06-1050, referencing attorney docket number 12888-010002.

Respectfully submitted,

Date: 5/12/04

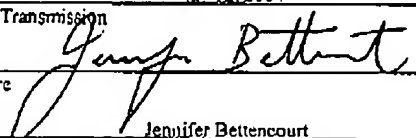

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CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

Date of Transmission May 12, 2004
Signature 
Typed or Printed Name of Person Signing Certificate Jennifer Bettencourt

Title

~~Message insertion system and method.~~ * METHOD OF DISPLAYING MESSAGE IN
AN INTERACTIVE COMPUTER PROCESS DURING THE TIMES OF HEIGHTENED
Preliminary Class USER INTEREST
709

LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

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The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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FISH & RICHARDSON P.C.

COPY

Frederick P. Fish
1855-1930W.K. Richardson
1859-1951

February 6, 2004

Attorney Docket No.: 12888-010002

Mail Stop Patent Application

Commissioner for Patents

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Presented for filing is a new divisional patent application of:



BOSTON

DALLAS

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NEW YORK

SAN DIEGO

SILICON VALLEY

TWIN CITIES

WASHINGTON, DC

Applicant: JOSEPH BATES, PAOLO M. PISELLI, PETER W. WEYHRAUCH, A.
BRYAN LOYALL AND STANTON EVAN WOODTitle: METHOD OF DISPLAYING MESSAGE IN AN INTERACTIVE
COMPUTER PROCESS DURING THE TIMES OF HEIGHTENED
USER INTEREST

The prior application is assigned of record to Zoesis, Inc., a Delaware corporation, by virtue of an assignment submitted to the Patent and Trademark Office and recorded on September 19, 2001 at 012189/0309.

Enclosed are the following papers, including those required to receive a filing date under 37 CFR §1.53(b):

	<u>Pages</u>
Specification	29
Claims	7
Abstract	1
Declaration	2
Drawing(s)	3

Enclosures:

- Form PTO-1449, 1 page, listing documents cited in the parent application. Please confirm that this has been considered in this application by returning a copy of the Form PTO-1449 with the examiner's initials.
- Preliminary amendment, 6 pages.
- Postcard.

This application is a divisional (and claims the benefit of priority under 35 USC 120) of U.S. application serial no. 09/955,678, filed September 19, 2001. The disclosure

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Express Mail Label No. EV382044803USJanuary 26, 2004
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February 6, 2004

Page 2

of the prior application is considered part of (and is incorporated by reference in) the disclosure of this application.

Basic filing fee	\$385
Total claims in excess of 20 times \$9	\$378
Independent claims in excess of 3 times \$43	\$258
Fee for multiple dependent claims	\$0
Total filing fee:	\$1021

Under 37 CFR § 1.27 applicants claim small entity status. A check for the filing fee is enclosed. Please apply any other required fees to deposit account 06-1050, referencing the attorney docket number shown above.

If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (617) 542-5070.


Kindly acknowledge receipt of this application by returning the enclosed postcard.

Please direct all correspondence to the following:

26161

PTO Customer Number

Respectfully submitted,



Lawrence K. Kolodney
Reg. No. 43,807

LKK/jub
Enclosures
20794012.doc

COPY

APPLICATION
FOR
UNITED STATES LETTERS PATENT

TITLE: METHOD OF DISPLAYING MESSAGE IN AN
INTERACTIVE COMPUTER PROCESS DURING THE
TIMES OF HEIGHTENED USER INTEREST

APPLICANT: JOSEPH BATES, PAOLO M. PISELLI, PETER W.
WEYHRAUCH, A. BRYAN LOYALL AND STANTON
EVAN WOOD

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